



A whole of industry Framework

HELEN DORNOM



**Australian Dairy
Sustainability
Framework**

Topics for today

1. Introduction to the Australian dairy industry

Facts about the Australian dairy industry

Key industry organisations

2. What is the Australian dairy industry Sustainability Framework

What does it cover now

How did we get here

Who owns the Framework

3. How is it developed and implemented

How do we keep it relevant

4. Key Areas for discussion

Animal Care

Environment

5. Challenges and Opportunities

6. Discussion

THE AUSTRALIAN DAIRY INDUSTRY



DAIRY IS AUSTRALIA'S THIRD LARGEST RURAL INDUSTRY

3rd

AVERAGE ANNUAL MILK PRODUCTION PER COW

6,203
litres

TOTAL ANNUAL MILK PRODUCTION

8,554
million litres

MILK PRODUCTION EXPORTED

36%

NUMBER OF DAIRY FARMS

4,420

AVERAGE HERD SIZE

303
cows

AUSTRALIAN DAIRY HERD

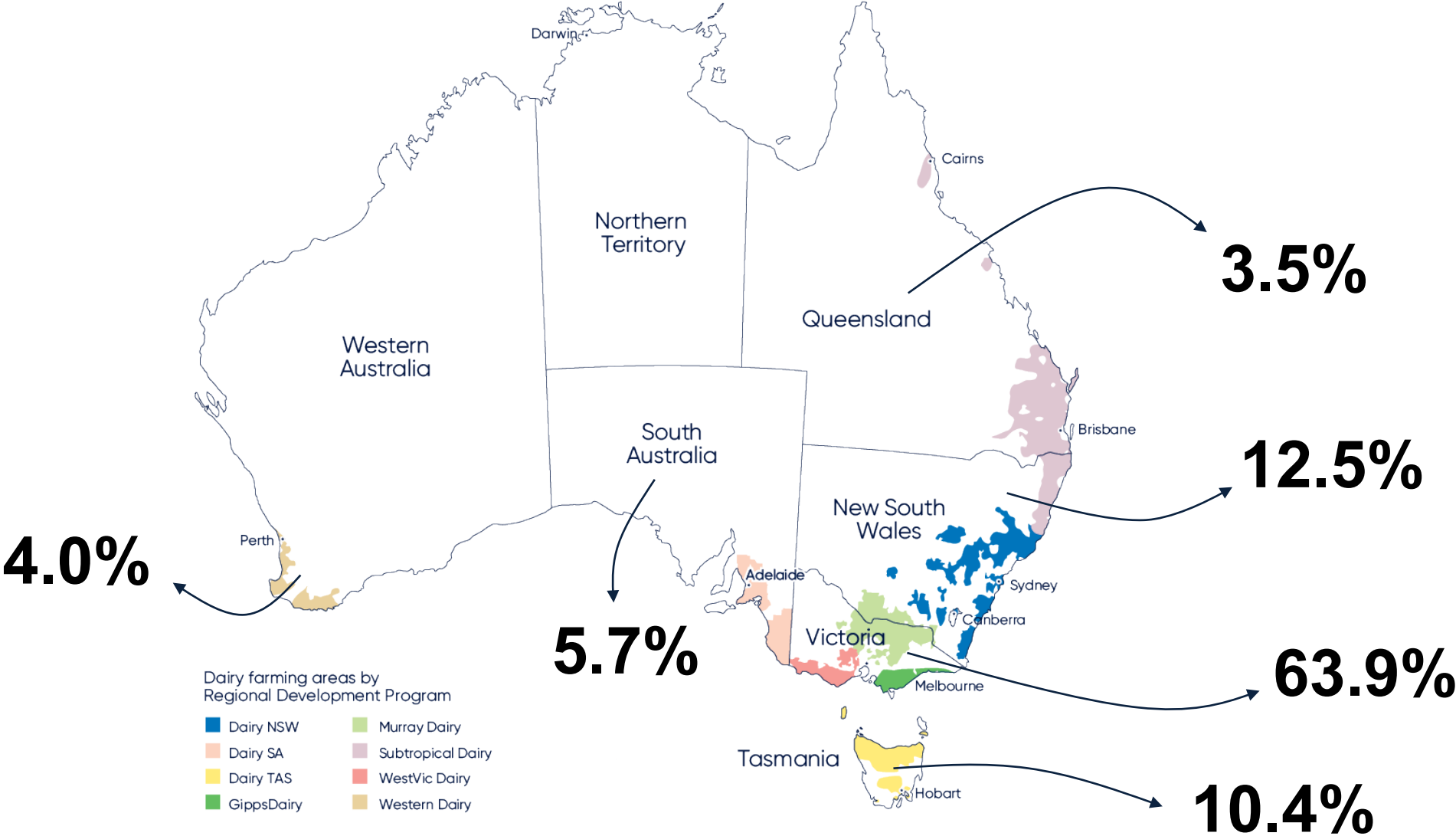
1.34
million cows

VALUE OF FARMGATE PRODUCTION

\$4.9
billion

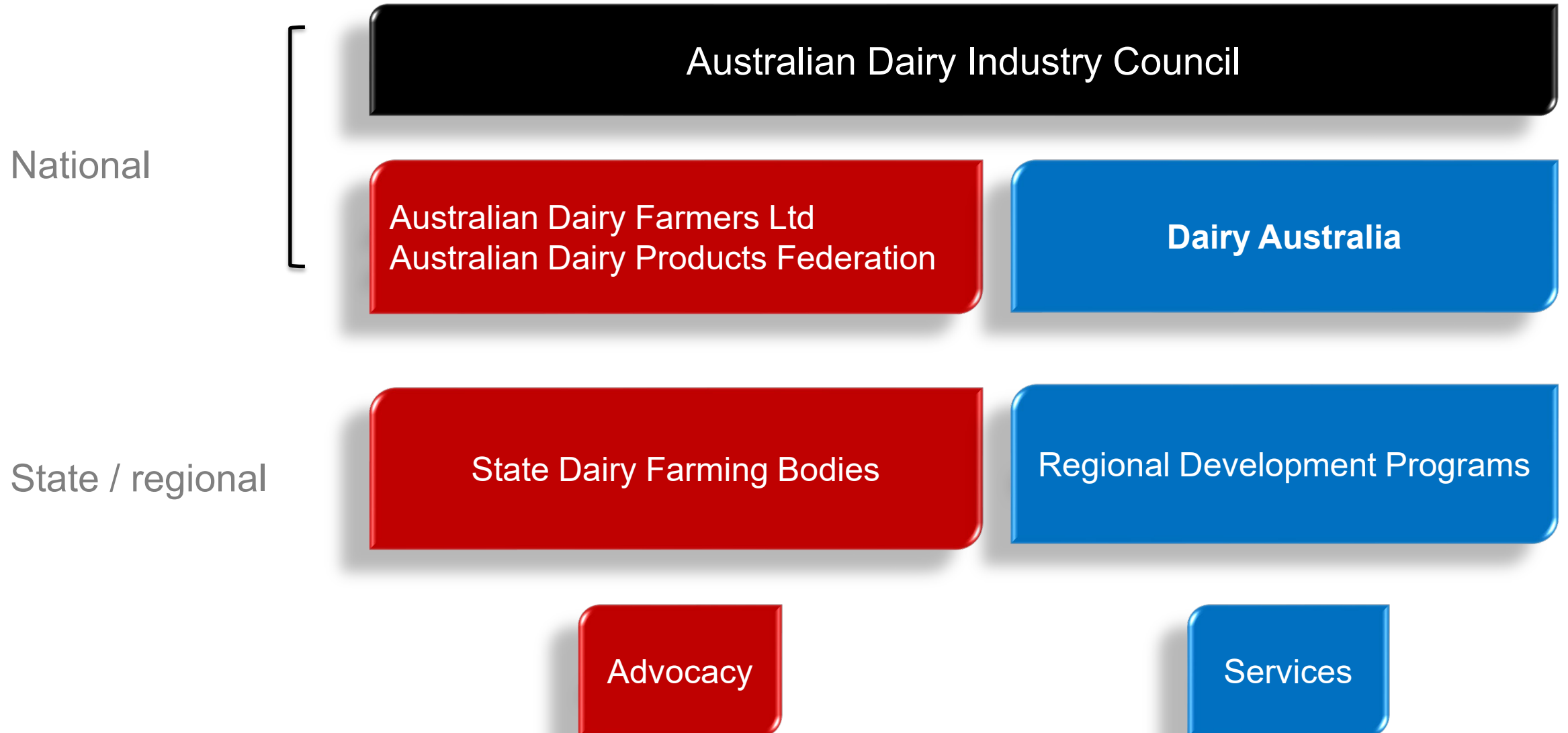


Share of national milk production



Australian Dairy Industry

Organisations and Structure



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Our Dairy Promise



Our Dairy Promise
To provide nutritious
food for a healthier
world



Underpinned by our 4 Commitments



Enhancing economic viability and livelihoods



Improving the wellbeing of people



Providing best care for all our animals



Reducing environmental impact



And we report against these each year

Enhancing economic viability and livelihoods

We commit to creating a vibrant industry that rewards dairy workers and their families, their related dairying communities, business and investors

- Competitiveness and profitability
- Resilience in dairy communities
- A safe environment for all workers
- A productive, rewarding workplace



Improving the wellbeing of people

Providing nutritious, safe, quality dairy food

- All dairy ingredients, products sold are safe
- Dairy contributes to improved health outcomes for all Australians



Providing best care for all our animals

Striving for health, welfare and best care for all our animals throughout their lives

Goal - Provide best care for all animals for whole of life

- 100% compliance with legislated standards
- Adopting industry practices for animal care
- 90% consumers believe farmers do a good job
- Antimicrobial Stewardship (AMS) – responsible use



Reducing environmental impact

Meeting the challenge of climate change and providing good stewardship of our natural resources

- Improve land management
- Increase water use efficiency
- Reduce GHGs emissions intensity
- Reduce waste



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Agriculture..... Under pressure globally



uses 70% of fresh water



generates 20% of GHGs



uses 33% of land area



uses 30% of global energy

....But feeds 100% of us

**How is this food
produced? Where is
it from? Can I trust
it?**



**What does the
community want?
Can I do this and
still be profitable?**



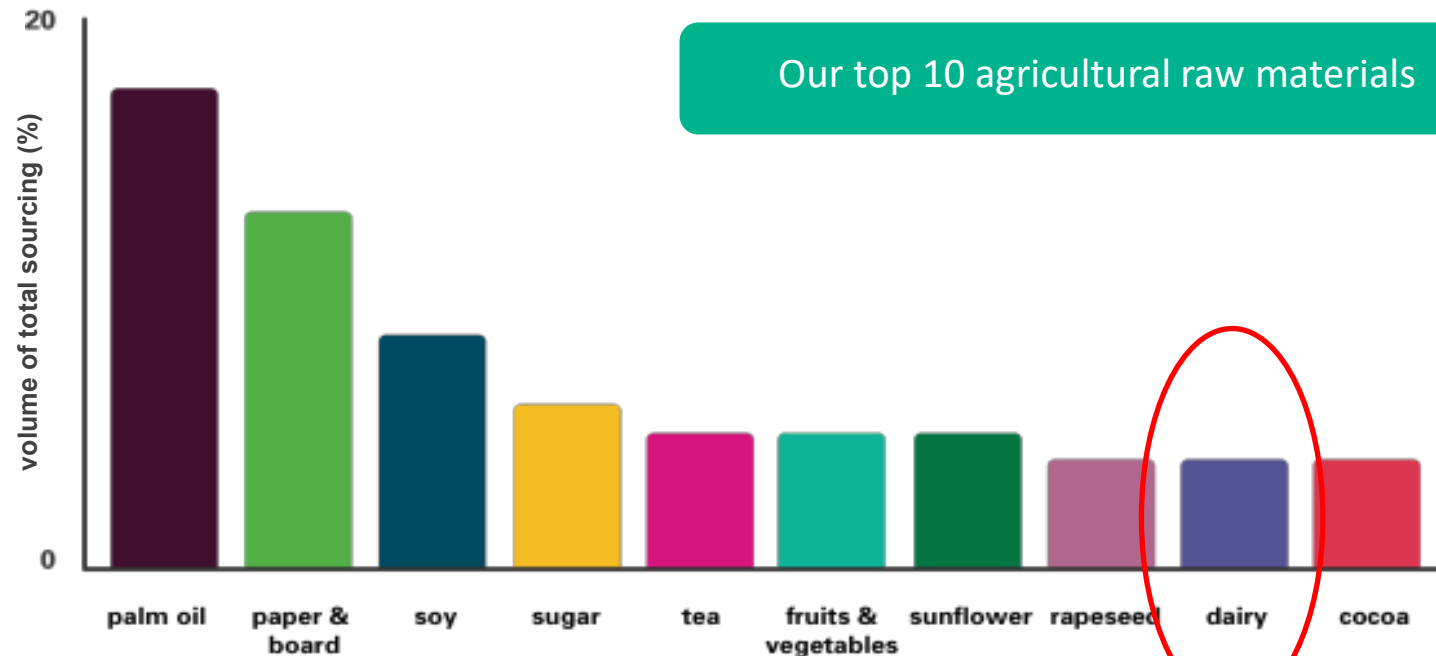
Unilever Sustainable Living Plan

Source 100% of our Agricultural Raw Materials
Sustainably by 2020

UNILEVER
SUSTAINABLE
LIVING PLAN
Small Actions. Big Difference.



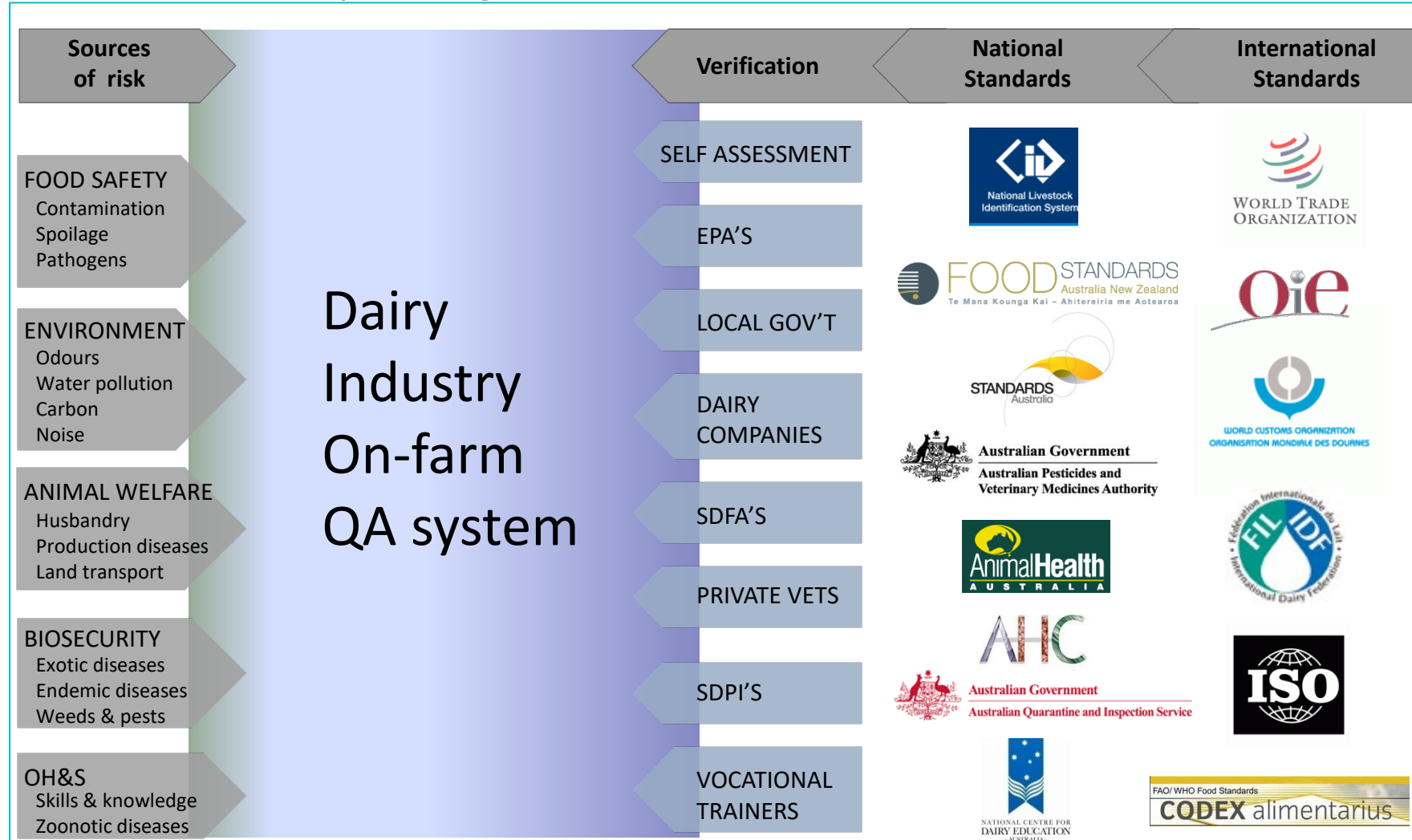
Dairy is one of our “top 10” materials



7.5 million tonnes of crops



350 varieties

The Australian dairy industry – An established framework and many voluntary sustainability programs



Benchmark analysis



	Continuous improvement	100 %		Waste	67 %
	Agrochemicals and fuels	82 %		Energy and Greenhouse gases	80%
	Soils	58 %		Social and human capital	89 %
	Water	80 %		Value chain and local economy	100 %
	Biodiversity	67%		Animal welfare	85 %
	Training	90 %			

Australian milk production recognised as sustainably sourced

Total performance is 80+%

Why take an industry approach?



Promote collective action for mutual benefit on matters most effectively addressed at the whole-of-industry level

Promote the industry's value, contribution and reputation

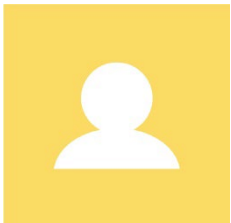
Offer opportunities for increased efficiency and profitability, as well as managing risk



Operating principles

Principles	Informed by
Ethical behaviour	 United Nations Global Compact     
Transparency and accountability	
Appreciation of stakeholder interests	
Competitive neutrality/ 'Not providing competitive advantage'	
Collective action that delivers mutual benefit	
Inclusivity	

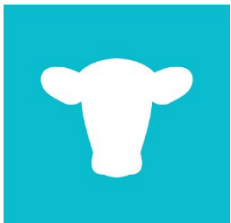
Alignment with the UN Sustainable Development Goals (SDGs)



Commitment 1
Enhancing economic viability and livelihoods



Commitment 2
Improving wellbeing of people



Commitment 3
Caring for all of our animals



Commitment 4
Reducing environmental impact



Key Achievements over past 10 years

- Dairy companies generate \$15.7 billion in sales and support more than 70,000 full time equivalent jobs (enhancing livelihoods)
- 88% of general practitioners feel confident to recommend dairy as a part of a balanced diet (improving wellbeing of people)
- Increasing dairy food intake from two to 3.5 serves per day reduces fractures in aged care residents by 33% (improving wellbeing of people)
- Most dairy farmers go well beyond compliance with animal welfare standards (best care for our animals)
- Dairy farmers are implementing some measures to reduce emissions on farm (reducing environmental impact)
- 25.5% reduction in dairy manufacturers emissions intensity since 2010/11 (reducing environmental impact)
 - ❑ ...and we support national and global commitments to net zero emissions.



Our sustainability journey

Taking local action in a global context

In the first decade of the sustainability framework the Australian dairy industry has anticipated and responded to major changes in the operating environment for sustainable food production.

Australian Dairy Sustainability Framework begins



Ausdairy meets Unilever Sustainable Sourcing Code

Targets and metrics for framework agreed

Sustainability Steering Committee and Consultative Forum established

ADIC wins Banksia Food for Thought Sustainability Award



Refresh of materiality assessment of framework topics

ADIC wins UN World Environment Day Award for framework

Goals and targets in framework reset, aligned to 2030 SDGs

New targets on AMR, human rights and food waste agreed

Framework recognised in global Sustainable Dairy Partnership

Materiality assessment of framework topics undertaken



Sustainability is a strategic pillar in Australian Dairy Plan

Dairy framework has input to Australian Agriculture Sustainability Framework

Review of Commitments, Goals and Targets begins

THE CHANGING LANDSCAPE

2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Rio+20 Earth Summit debates global economic and environment goals	A global dairy sustainability framework is launched	New York Declaration on Forests to end deforestation by 2020	United Nations Summit on Sustainable Development, New York	UN, IDF sign Dairy Declaration of Rotterdam	TCFD issues guidance to companies for disclosures to investors for pricing climate risk	NFF launches ausag Roadmap for \$100b by 2030	WHO issues global warning on use of antibiotics	COVID-19 pandemic disrupts supply chains	Work on Australian Agriculture Sustainability Framework starts
	IPCC releases work on a global carbon budget		UN Sustainable Development Goals (SDGs) announced	Australia State of the Environment report		Modern Slavery Act in Australia established	UNEP report warns of extinction threat to one million species	Top five global risks are environmental – World Economic Forum	UN Food Systems Summit calls for systems transformation
	UN members reaffirm commitment to 2015 summit, new global goals		Paris climate deal struck to limit global warming (COP21)			FutureEye report: Australia's shifting mindset on farm animal welfare			Glasgow Climate Pact (COP27) signed by world leaders
									New UN Global Biodiversity Framework for protecting nature

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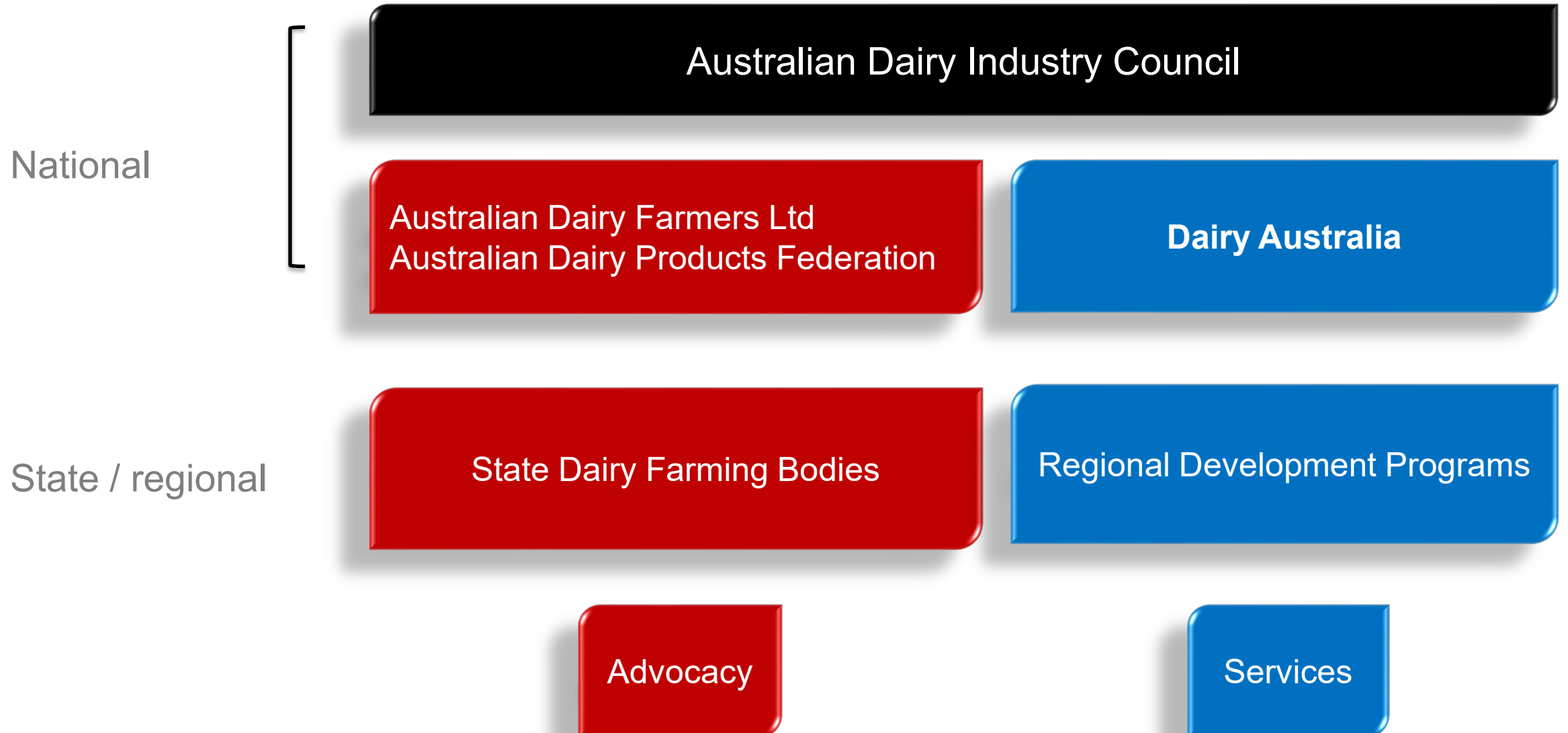
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Australian Dairy Industry

Organisations and Structure



Approve



Australian Dairy Products Federation Inc.

Oversee implementation

Steering Committee

Advise

Expert working group 1

Expert working group 2

Expert working group 3

Support

Secretariat



External consultative forum

Inform & consult

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**Australian Dairy Industry
Sustainability Strategy (Oct 2013)**

- Principles
- Priority areas
- Goals
- Objectives
- Targets and Performance Measures
- Governance arrangements

Sets
direction

Action Plans (2014+)

- For each target and performance measure
 - what is being/must be done to achieve it
 - Indicate where more work is required and how this will be done
 - Update in line with strategy

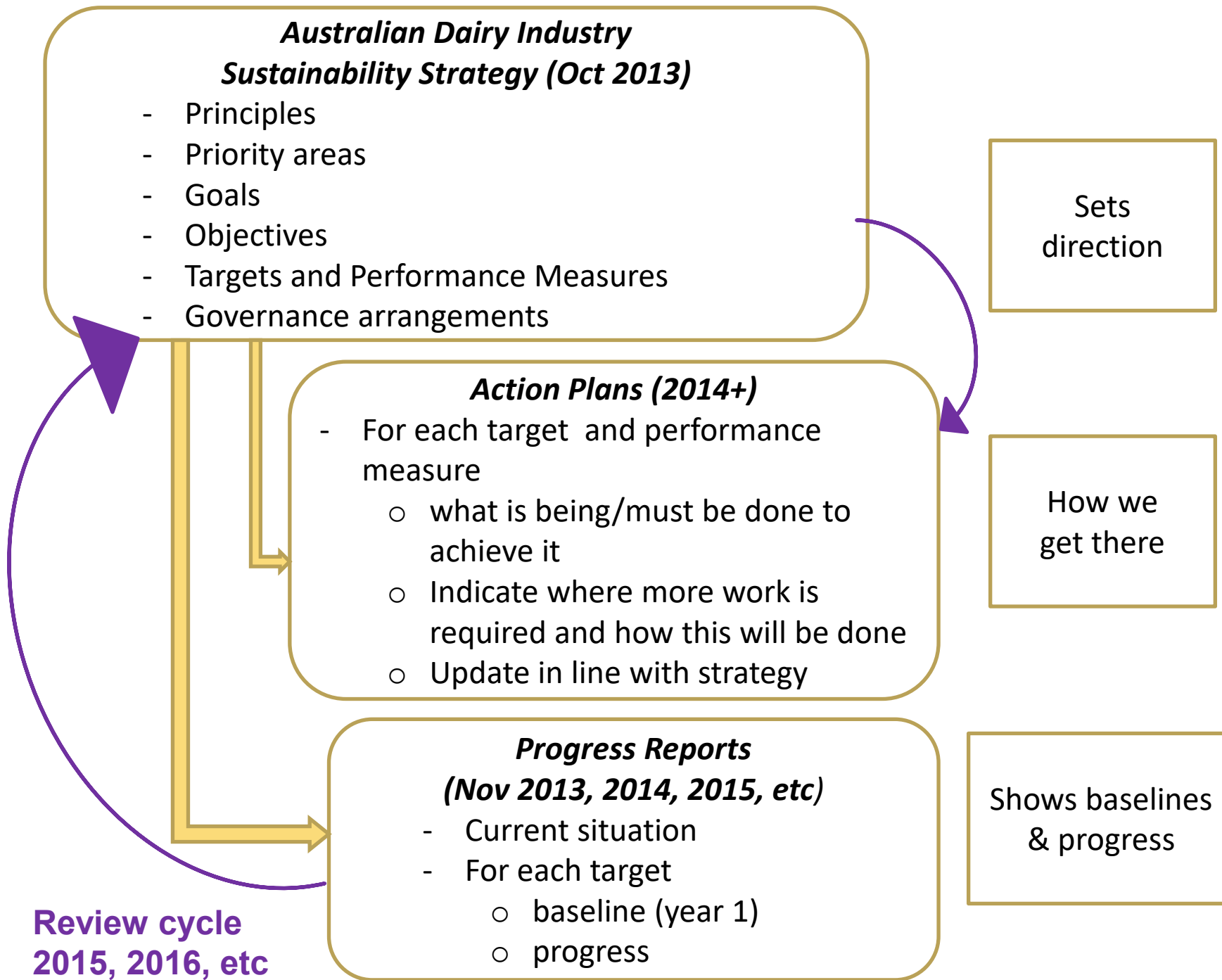
How we
get there

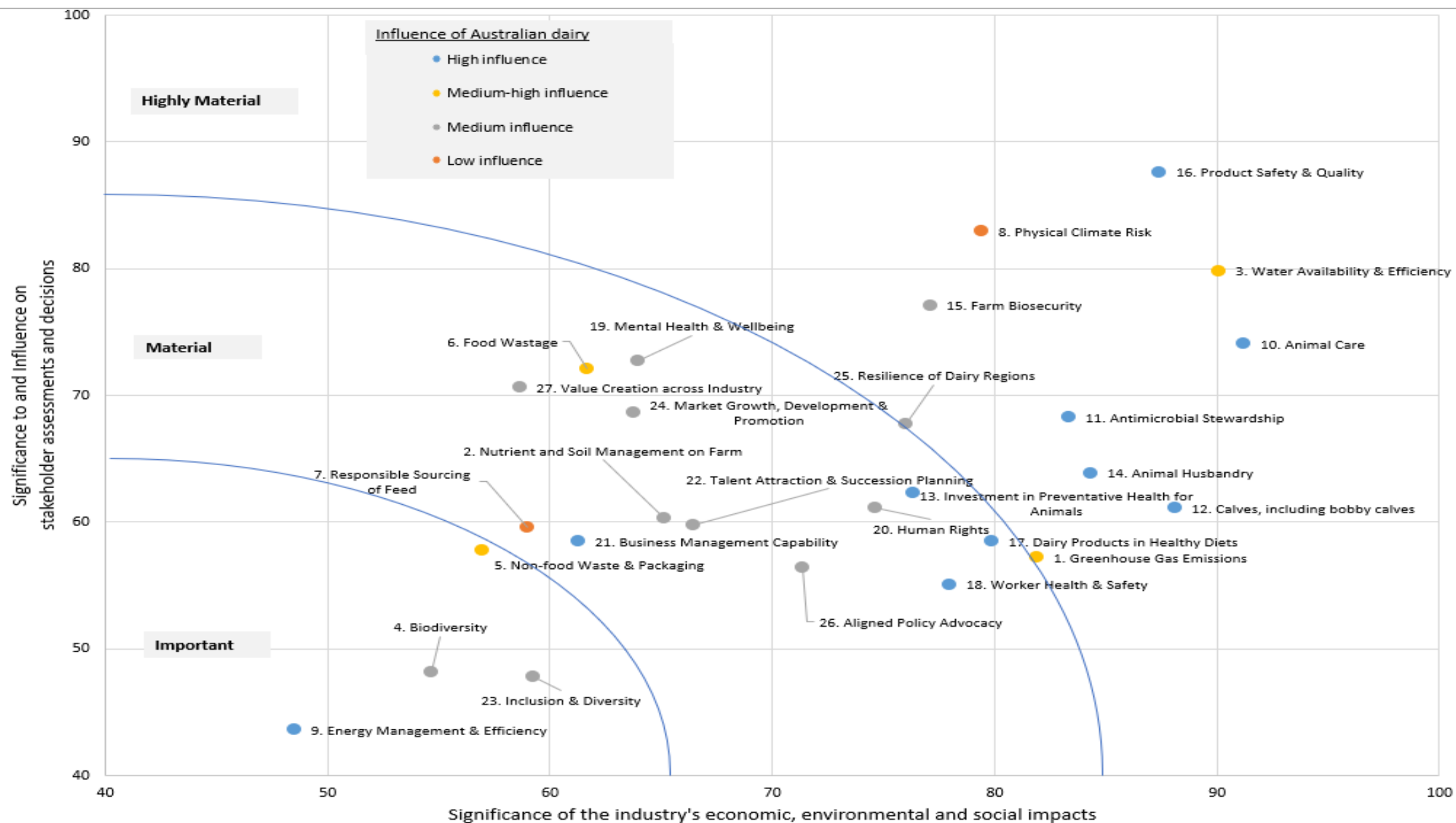
**Progress Reports
(Nov 2013, 2014, 2015, etc)**

- Current situation
- For each target
 - baseline (year 1)
 - progress

Shows baselines
& progress

**Review cycle
2015, 2016, etc**





Ongoing engagement/consultation is essential

Consultative Forum



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Our Dairy Promise - Underpinned by our 4 Commitments



Providing best care for all our animals

Striving for health, welfare and best care for all our animals throughout their lives

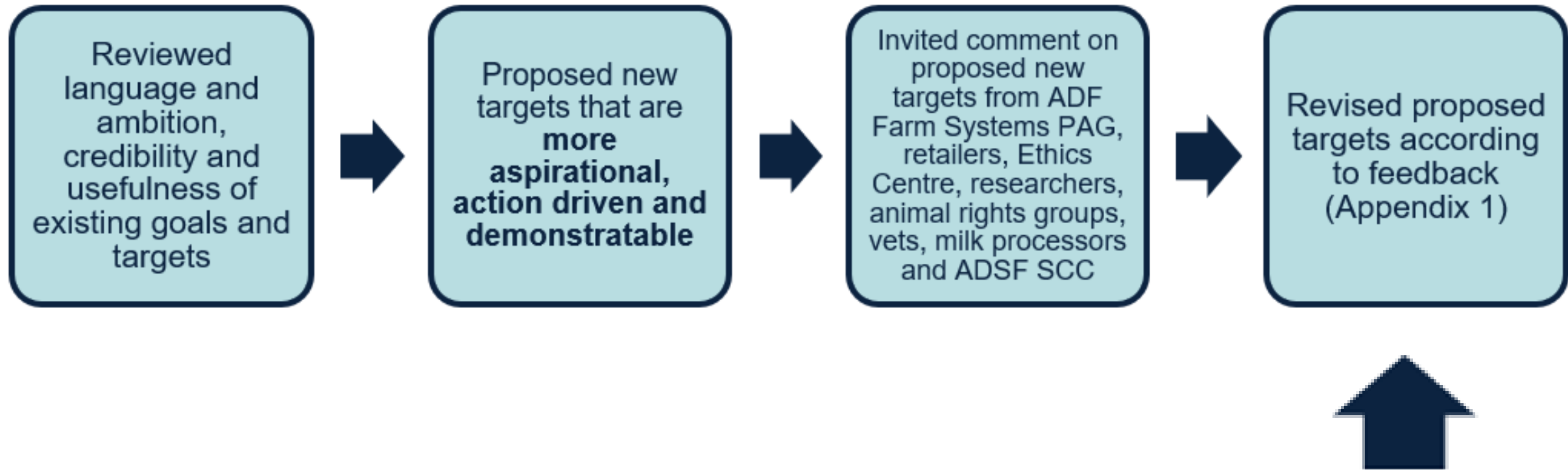
Goal - Provide best care for all animals for whole of life

- 100% compliance with legislated standards
- Adopting industry practices for animal care
- 90% consumers believe farmers do a good job
- Antimicrobial Stewardship (AMS) – responsible use



A summary of our 2019 progress				Baseline	2019	2030 Target	Progress	
Providing best care for all our animals	7	Provide best care for all animals for whole of life	7.1	100% ongoing compliance with legislated animal welfare standards				
				– % of farmers who have a copy of the <i>AHW Standards and Guidelines</i>	47%	77%	100%	●
				– % of farmers who agree complying with animal welfare standards is an important sustainability requirement ²⁴	95%	98%	100%	●
			7.2	All of industry adopting relevant recommended industry practices for animal care ²⁵				
			– No tail docking	91%	96%	100%	●	
			– No routine use of calving induction	90%	91%	100%	●	
			– All calves managed appropriately					
			• sale calves sold at a minimum of 5 days old	78%	91%	100%	●	
			• sale calves fed within 6 hours of transport	96%	99%	100%	●	
			– All calves disbudded					
			• prior to two months of age	63%	72%	100%	●	
			• with pain relief (for calves <2 months)	N/A	*76%	100%	N/A	
			– All farmers implementing a lameness strategy	95%	96%	100%	●	
			– All farmers where relevant have infrastructure to keep cows cool	92%	96%	100%	●	
			– All farmers have a documented biosecurity plan	*58%	58%	100%	N/A	
			7.3	90% of consumers believe dairy farmers do a good job caring for animals ²⁶	58%	74%	90%	●
			7.4	Antimicrobial Stewardship (AMS) – The dairy industry uses antibiotics responsibly – as little as possible, as much as necessary – to protect the health and welfare of our animals				
		– All dairy farmers access antibiotics from a registered vet ²⁷	*100%	*100%	100%	N/A		
		– All dairy farmers use antibiotics responsibly under veterinary direction ²⁸	*90%	*90%	100%	N/A		
		– Antibiotics of high importance to human Antimicrobial Resistance (AMR) in Australia are only used to treat dairy livestock in exceptional circumstances where no other alternative exists	TBC	TBC	TBC	N/A		

REVIEW – GOAL 7 WORKING GROUP



REVIEW – GOAL 7 WORKING GROUP

Reviewed language and ambition, credibility and usefulness of existing goals and targets

1. Animal care
2. Antimicrobial stewardship
3. Animal husbandry
4. Calves (incl. bobby calves)



REVIEW – KEY THEMES

1. Animal care assessment program
2. Reduce early life euthanasia/slaughter (bobby calves)
3. Pain relief for husbandry procedures and painful conditions
4. Lameness and heat stress management
5. Management of downer cows
6. Euthanasia (firearms or captive bolt only)
7. Provision of supplementary colostrum to calves
8. Annual veterinary visit and treatment protocols
9. Annual review of in-feed antibiotics and antibiotics of high importance
10. Monitoring for the development of AMR in dairy cattle

Providing best care for all our animals

Striving for health, welfare and best care for all our animals throughout their lives

Goal - Provide best care for all animals for whole of life

- New targets and indicators now under consideration



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Reducing environmental impact

Meeting the challenge of climate change and providing good stewardship of our natural resources

- Improve land management
- Increase water use efficiency
- Reduce GHGs emissions intensity
- Reduce waste



Reducing environmental impact – our 2030 Goals and Targets

Goal 8: Improving land management

- Stock out of waterways
- Managing riparian zones
- Soil and nutrient management plans
- Biodiversity action plans
- Net zero deforestation
- Regen agriculture???

Goal 9: Increase water use efficiency

- Reduce consumptive water intensity of dairy companies 30% on 2010/11 level

Goal 10: Reduce GHG emissions intensity

30% emissions intensity reduction across the whole industry on 2015 levels

Goal 11: Reduce waste

- 100% diversion rate from landfill for dairy companies
- 100% of silage wrap recycled for farms
- All dairy companies participate in the Australian Packaging Covenant (APCO) or equivalent
- 100% of Australian dairy packaging to be recyclable, compostable or reusable by 2025 or earlier
- Halve food waste

Australian Government

- Policy is for 43% reduction in GHG emissions by 2030 based on 2005 levels
- Overall Net Zero by 2050
- Legislation for companies to report Scope 1 and Scope 2 emissions – considering scope 3

Industry concerns

Sensitivity of data (especially at farm level):

- What's happening in the EU
- What's happening in NZ
- Imposition of regulations

Carbon credits/farming

Options for emissions reduction

Costs of emissions reduction

- Who benefits and who pays?
- Where does agriculture sit compared to other emitters

A shared challenge

10 Reduce greenhouse gas emissions intensity

10.1 Reduce greenhouse gas emissions intensity by 30% across whole industry on 2015 levels

Manufacturers (tonnes CO ₂ ~e/ML milk processed) ^{xviii}	140	141.4	136.7	133.1	98	
Farmers (kg CO ₂ ~e/kg FPCM) ^{xv, xxi}	1	n/a			0.72	

Farm

Latest analysis indicates 0.93 kg CO₂-e/kg FPCM following apportionment to beef in line with latest IDF method

Otherwise, emissions intensity has been declining very slowly

In 2020, < 20% of farmers knew their carbon footprint, 30% would like to know, but > 50% were not interested

Processors

Increased expectation of Scope 3 emissions understanding, reporting and action plan to reduce

- Commercial (end product opportunities/ messaging)
- Consumer/ retailer expectations
- Reporting requirements (financial/ investment)

Dairybase Carbon Calculator

DBCC Comparison 1

16/17 — DA0001

Inputs

Report

Strategy

Refresh data

Download Spreadsheet

Open in DairyBase

Carbon Emissions Report

DairyBase Farm Id	DA0001
State	Victoria
DFMP Region	Gippsland
Financial Year	16/17
Dataset Name	DBCC Comparison 1
Description	

GHG emissions intensity

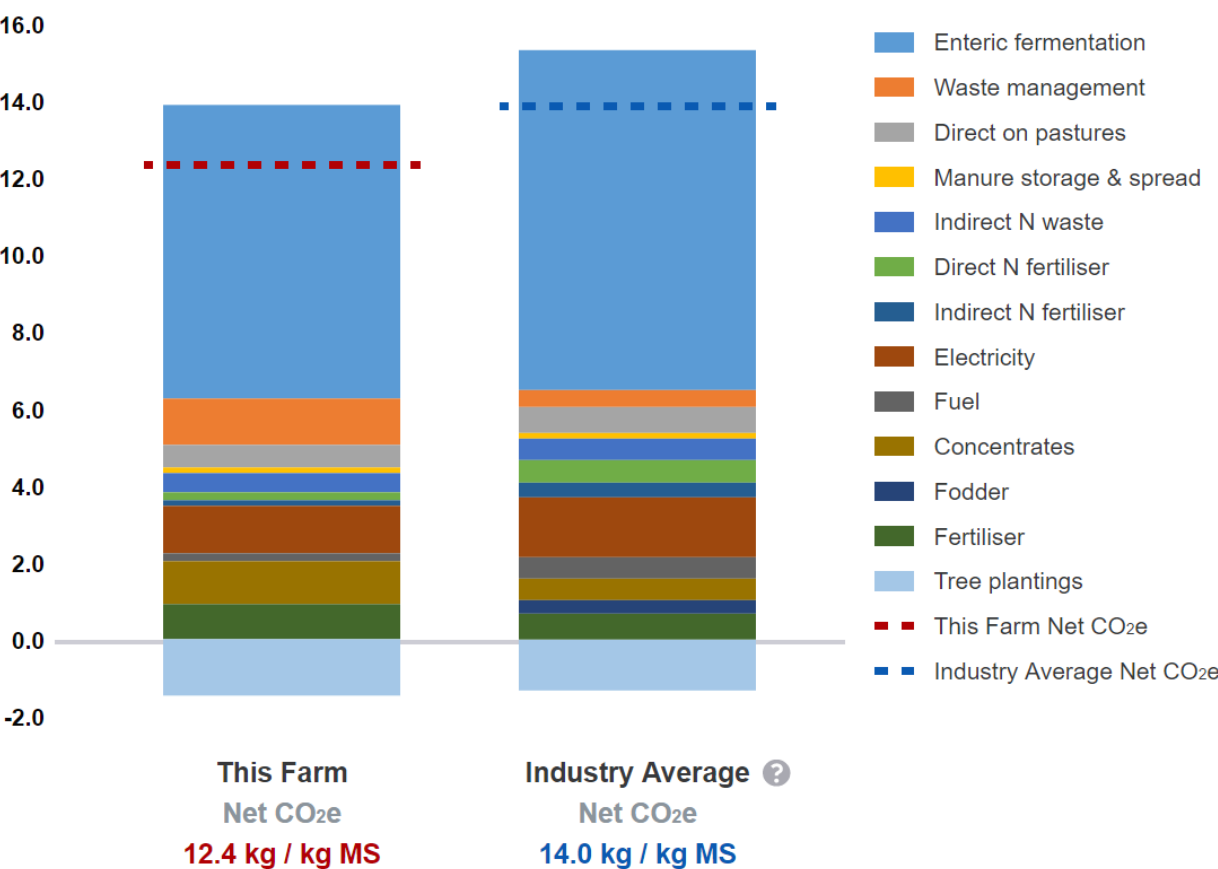
kg CO₂e / kg FPCM

0.89

?

kg CO₂e / kg MS

12.4



AUSTRALIAN DAIRY FARM EMISSIONS REDUCTION ROADMAP (NEXT 8 YEARS)

Status

Dairy production and processing makes up 2% of national greenhouse gas emissions. Australian dairy emissions are low globally (at 1.03 CO₂-e/kg Fat and Protein Corrected Milk) and farm emissions intensity has remained level over the past decade.

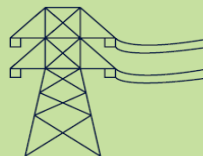
Dairy's goal

30% reduction in emissions intensity by 2030 (from 2015 baseline) to contribute to Australian economy-wide net-zero by 2050 and the global dairy industry commitment to net-zero by 2050. Dairy is a core component of a healthy diet and dietary health is a social goal. Dairy's nutritional profile needs to be recognized by a balanced approach to policies relevant to its primary production.



Foundational work

Tools in place end 2022



Short-med-term on-farm measures

Actions farmers can take NOW–2027



Longer-term on-farm measures

Action farmers can take 2027–2030



2030

And beyond

Invest in measurement, assessment and accounting tools; build knowledge

- Industry carbon calculator (ADCC)
- Envirotracker to assess farm natural capital
- R&D to understand the marginal costs of abatement by 2030 (MACC)
- Climate and Enviro learning package
- Uplift in regional climate-focused extension capacity
- Open call for new solutions?

Know your number

Develop farm emissions plan
Implement 'low-hanging fruit' commercially available options*

- Calculate your profile using ADCC and benchmark against peers, understand contributing factors and opportunities for practice change
- Assess natural capital using Envirotracker
- Emissions avoidance solutions (energy efficiency and renewables, extended lactation, repro performance, genetic selection e.g. using the new Sustainability Index, low-N feed e.g. maize silage, legumes, grape marc, lipids/oils, nitrate in TMR systems e.g. SilvAir®, essential oils e.g. Agolin®, tannins, reduced N use, irrigation efficiency)
- Carbon storage solutions (trees)
- **ADIC 2035 goal set once 60% of milk pool has baseline profile (by 2024) e.g. methane and non-methane reduction targets**

Implement commercially available options*

- Emissions avoidance solutions (3NOP/Bovaer®, seaweed, high ME or high lipid ryegrass, vaccines, genetics for low methane animals)**
- Carbon storage solutions (trees)
- Transport transition to EVs
- **ADIC 2040 goal set once game-changing solutions such as feed supplements are commercially available to reduce methane**

Towards net-zero 2050

- 80% of farms measuring emissions?
- 100% farms implementing emissions reduction measures?

Engagement and partnership including to drive adoption of solutions to scale: Processors, Banks, Governments, other RDCs and global academia

Measurement tools dairy farmers invest in for reporting dairy emissions reduction in the Australian Dairy Sustainability Framework: ADCC, Dairy Farm Monitor Project, Land Water Carbon farmer Survey
DA farm extension resources (as at 2022): Fert\$mart, More Profit from N, Saving Energy on Farms booklet, InCalf, Adapting Farm Systems, Nutrition courses, Feeding Pasture For Profit, Repro Right, Australian Breeding Values, Future Forages

* i.e. options with productivity benefits or otherwise economically advantageous; **technical uncertainties subject to global research effort as at 2022



Questions??????

See: www.dairy.com.au/sustainability/Australian-dairy-sustainability-framework



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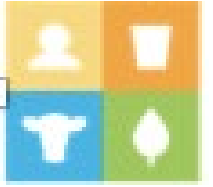
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Challenges



ADSF progress against targets July 2022

42 of the current metrics showing good progress to 2030 target

17 of the current metrics showing moderate progress to 2030 target

14 of the current metrics showing slow progress to 2030 target

Reasons some targets are unlikely to be met

Changed industry circumstances eg. Declining milk volumes and export volumes in Australia

Strong competition for labor in regional areas

Need to adjust measures to allow for aspirational targets (eg. 100% of farmers believe....., 100% of farms recycle silage wrap)

Reporting on inconsistent boundaries – eg. Farm gate vs Factory gate

Slow progress to date – with limited evidence of acceleration

- Farm safety culture and systems
- Riparian management/ Nutrient management/ Biodiversity management plans

Regression due to lack of obvious ROI for internal stakeholders (eg. Consumptive water use intensity for processors)



Opportunities

AUSTRALIAN DAIRY SUSTAINABILITY FRAMEWORK ACTIVITY MAPPING AUGUST 2022 - GOAL 7

7	Provide best care for all animals for whole of life	7.1	100% ongoing compliance with legislated animal welfare standards				
		7.2	All of industry adopting relevant recommended industry practices for animal care				
		7.3	25% increase in the number of consumers who believe dairy farmers do a good job caring for animals				
		7.4	Antimicrobial Stewardship (AMS) – the dairy industry uses antibiotics responsibly – as little as possible, as much as necessary – to protect the health and welfare of our animals				
				Project Number	Priority Project Titles	Descriptor	Notes
			INDUSTRY STANDARDS AND GUIDELINES		Australian Animal Welfare Standards and Guidelines for Cattle		
					Australian Animal Welfare Standards and Guidelines: Livestock at Slaughter and Depot		
			DAIRY AUSTRALIA	A357	National Bulk Milk Cell Count statistics	National mastitis prevention performance trends	
				A358	National Herd Reproductive Performance Report	Monitor of national reproductive performance trends	
				A366	Extension	Delivery of animal health, welfare and fertility training programs to farmers, service providers and farm staff	
				A422	DairyLearn Partnerships	Dissemination of high quality learning resources to learning networks	
				A452	2021/2022 ReproRight Adviser Course	Training of service providers in troubleshooting and management of herd fertility	
				A484	Dairy Beef Conference	One day conference that will convene farmers, researchers, service providers and supply chain stakeholders for a full day program of presentations dedicated entirely to beef	
				A488	Countdown MQ – Milk Quality Adviser Training	Training of service providers in troubleshooting and management of herd fertility	
				P109	DataGene	Investment in national herd performance monitoring capability as well as national herd data management	
				P275	Adapting Dairy Farming Systems	??? (Not sure – JP may need to provide commentary here)	
				P281	Uni Melbourne Residency Program	Training of 5 dairy cattle veterinarians in advanced dairy medicine, including research projects in animal health, welfare & fertility	
				P304	Non-replacement Cull Pathways	Participatory framework supporting best practice surplus cull management. Investigating attitudes, barriers and disconnects amongst internal and external stakeholders.	
				P307	Consumer marketing	To maintain consumer trust and acceptance of dairy	
				P310	Technical policy support	To deliver research, analysis and insights that enhance profitability and sustainability re animal care and wellbeing.	
				P319	Schools Engagement	Build support for dairy including commitment to animal wellbeing	
				P332	DairyFeedbase – Cool Cows	To assess and minimise the impact of heat stress on milk productivity and forage performance.	
				P416	Clinical mastitis treatment decision tool	Development of a decision support tool to reduce antimicrobial use for treatment of clinical mastitis and better capture clinical mastitis case information.	
				P427	Rearing Healthy Calves Program Update	Increase farmer adoption of best practice calf rearing principles including biosecurity, antimicrobial stewardship and animal welfare.	
				P428	Unlocking the potential of the cow	JP to provide description	
				P431	DairyHigh2 – NRDC welfare research and development	Increasing the adoption of best practice non-replacement (surplus) dairy calf management	
				P476	Dairy Bio-Technology	Genetic improvement in health and fertility of Australian dairy cattle	
				P478	AI training and professional accreditation	Ensure nationally consistent, high quality training for AI technicians with correct animal ethics oversight	
				P480	Simulation/Education for Artificial Insemination	Reducing the requirements for animal use in teaching, linking to above project.	
				P491	Growing Beef from Dairy	5 year co-project with MLA developing resources, decision support and Producer Demonstration Sites focused on economically viable production of beef from the dairy herd to reduce	
				P511	A novel approach in the quantification of antimicrobial	Developing a methodology to quantify and monitor antimicrobial resistance in dairy at a farm level.	
			OTHER SECTORS /RDC's	RDC's Various	Animal Health Australia	Whole-of-sector approach to ensure the long-term success of Australia's animal health and biosecurity system.	Scope for strengthening the utility of how AHA functions and serves ADI needs.
					Integrity Systems Company (MLA)	Quality assurance and food safety program for red meat producers which also includes biosecurity and animal welfare.	
					Animal Industries Antimicrobial Stewardship (AIAS) RDC	Cross RDC, peak body and human health industry working group focused on antimicrobial stewardship	
					National Animal Welfare R,D & E Strategy (NAWRDES)	The National Primary Industry Animal Welfare R&D&E Strategy is focussed on maintaining and enhancing communication on animal welfare R&D&E between industry, governments, and research providers	
					National Animal Biosecurity RDE Strategy (NABRDES)	The National Primary Industry Animal RDE Strategy is focussed on promoting enhanced cooperation, collaboration and co-investment between biosecurity stakeholders	
				P491	Growing Beef from Dairy	5 year co-project with MLA (funded 50/50 MLA levy/DAL levy) developing resources, decision support and Producer Demonstration Sites focused on economically viable production of	
			UNIVERSITY PARTNERSHIPS				
				P416	Clinical mastitis treatment decision tool	See description above, partnership between Food Agility CRC, University of Sydney, University of Technology Sydney, Charles Sturt University, Gales, DataGene and DA.	
				P281	Uni Melbourne Residency Program	See description above, partnership with the University of Melbourne	
			COMPANY and PROCESSOR PARTNERSHIPS				
					Apium Animal Health – ProDairy	Supports achievement of targets for participating farms.	
			GOVERNMENT PARTNERSHIPS				
				Federal All States + T's	Animal Health Australia	Whole-of-sector approach to ensure the long-term success of Australia's animal health and biosecurity system.	

Increasing pace of change required

Growing group of
Standards:
eg GRI, Financial
Rating Agencies:
eg BBFAW
3rd Party Accreditors

Focus changes

Climate Change
Net Zero Targets
Biodiversity
NRM Stewardship
Biosecurity
Food Security

New Issues arise

Antimicrobial Stewardship
Food Waste
Human Rights

????

Governments
National and International
Big Data

**Who wants to know -
growing rollcall**

Commercially: markets, customers,
investors

Partnerships:

Global DSF, SAI Dairy Working
Group/SDP
Beef Sustainability Framework
Suppliers –farm and manufacturing
eg grains, ingredients
Trading partners
AASF

Topics for today

1. Introduction to the Australian dairy industry

Facts about the Australian dairy industry

Key industry organisations

2. What is the Australian dairy industry Sustainability Framework

What does it cover now

How did we get here

Who owns the Framework

3. How is it developed and implemented

How do we keep it relevant

4. Key Areas for discussion

Animal Care

Environment

5. Challenges and Opportunities – Lessons we are still learning

6. Discussion

Key Challenges = Opportunities

Make sustainability relevant to your industry

- provide pathways for progress

Strong Governance is essential

- industry leadership level first
- strong lead from processors/companies
- transparency, alignment and accountability

Continuous consultation and collaboration is vital to success

- don't take anything for granted
- understand customer needs, changing context
- external stakeholder engagement

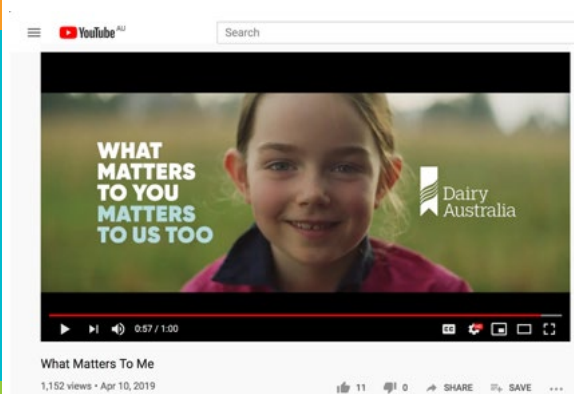
Capturing dairy's strengths (as well as our challenges)

- eg High existing Soil C /GHG reduction not based on land clearing/ Low food waste/High local job creation ratio for product produced

Communicating our credentials

2019

WHAT MATTERS TO
YOU, MATTERS TO US
TOO



2020

THE ENVIRONMENT
MATTERS



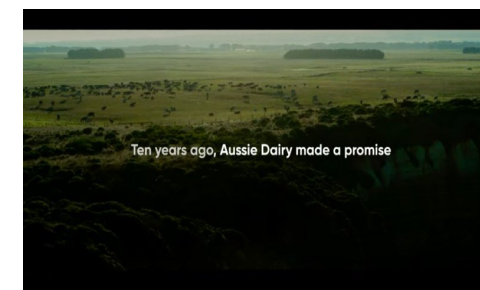
2022

CELEBRATING 10
YEARS



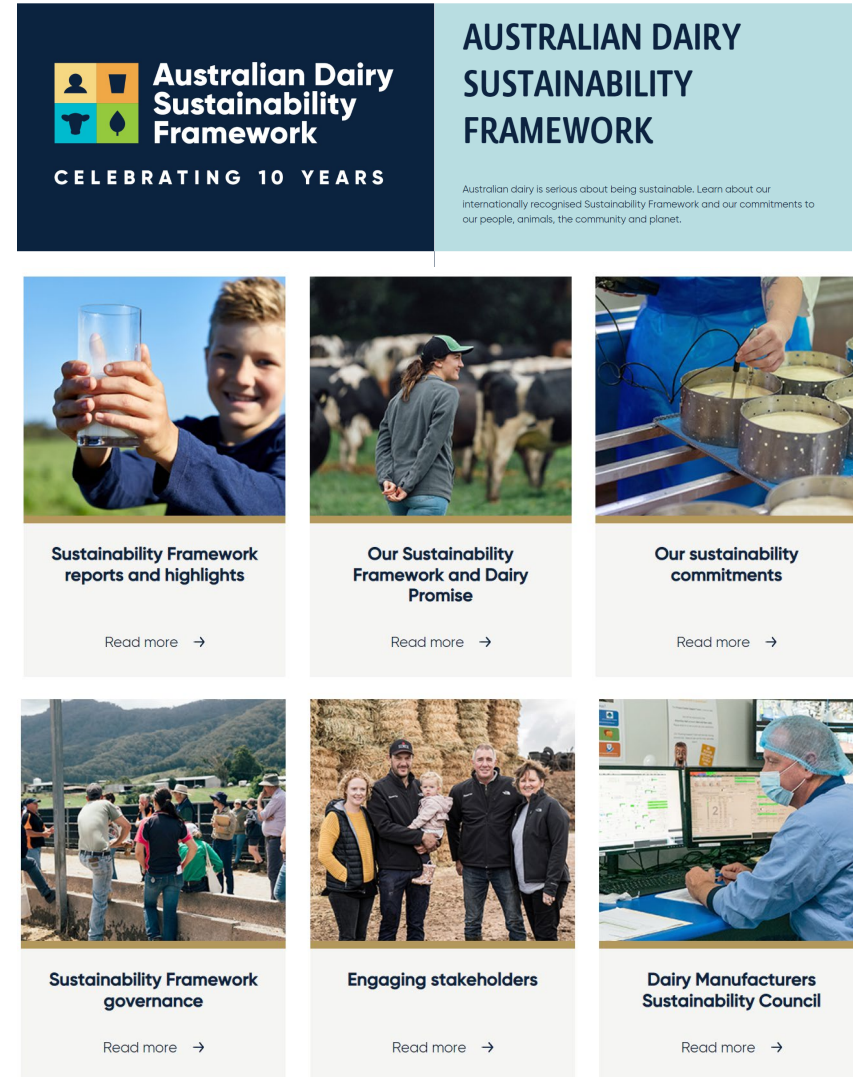
2023

OUR DAIRY
PROMISE



Stakeholder Communication Channels

- eNews
- Regular forums and webinars
- Website
- Social Media
- Press office



Key Issues: Challenges = Opportunities

- **Sustainability should not be complicated - it makes good business sense**
- **Keep things simple**
 - focus first on things you can influence and make a difference – get runs on the board!
- **Keep it transparent**
 - take ownership of where you are and where you want to be – don't wait until you have everything perfect
- **Must be relevant to your industry – with pathways for progress**
- **Take your stakeholders with you on your journey – they will be key advocates for you**

The 7 most expensive and divisive words:

We have always done it this way!





Continuous Improvement and transparency is everything



Be flexible: Think globally, aim high - but provide practical pathways to get there





Thank you – questions welcome

See: www.dairy.com.au/sustainability/Australian-dairy-sustainability-framework



Australian Dairy Sustainability Framework